1. A method of applying a liquid-based composition to a web of a tissue product having a basis weight less than about 120 grams per square meter, said method comprising:

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providing a papermaking furnish containing cellulosic fibers; forming a web from said papermaking furnish; forming a foam from the liquid-based composition; and applying said foam to said web while said web has a solids consistency less than about 95% by weight of the web.

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- 2. A method as defined in claim 1, wherein said foam is applied to said web while said web has a solids consistency between about 60% to about 95% by weight of the web.
- 3. A method as defined in claim 2, wherein said foam is applied to said web while said web has a solids consistency between about 80% to about 90% by weight of the web.
- 4. A method as defined in claim 1, wherein said foam is applied to said web while said web has a solids consistency between about 10% to about 35% by weight of the web.
- 5. A method as defined in claim 4, wherein said foam is applied to said web while said web has a solids consistency between about 15% to about 30% by weight of the web.

6. A method as defined in claim 1, further comprising drawing said foam towards said web with a vacuum slot.

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- 7. A method as defined in claim 1, wherein said foam is applied to said web while said web is supported on a moving foraminous surface.
- 8. A method as defined in claim 1, wherein said web is supported on a first moving foraminous surface, said first moving foraminous surface defining a nip with a second moving foraminous surface, said foam being applied to said web at said nip.

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- A method as defined in claim 1, further comprising drying said web.
- 10. A method as defined in claim 9, wherein said drying is accomplished by at least one through-dryer.
- 11. A method as defined in claim 1, wherein the tissue product has a basis weight between about 5 to about 70 grams per square meter.
- 12. A method of applying a liquid-based composition to a web of a tissue product having a basis weight less than about 120 grams per square meter, said method comprising:

providing a papermaking furnish containing cellulosic fibers; forming a web from said papermaking furnish, said web having a first surface and a second surface opposing said first surface;

forming a foam from the liquid-based composition;

positioning a foam applicator adjacent to said first surface of said web without substantially contacting said first surface of said web, said foam applicator being furnished with said foam;

dispensing said foam from said foam applicator onto said web while said web has a solids consistency less than about 95% by weight of the web.

- 13. A method as defined in claim 12, wherein said foam is dispensed onto said web while said web has a solids consistency between about 60% to about 95% by weight of the web.
- 14. A method as defined in claim 13, wherein said foam is dispensed onto said web while said web has a solids consistency between about 80% to about 90% by weight of the web.
- 15. A method as defined in claim 12, wherein said foam is dispensed onto said web while said web has a solids consistency between about 10% to about 35% by weight of the web.
  - 16. A method as defined in claim 15, wherein said foam is

dispensed onto said web while said web has a solids consistency between about 15% to about 30% by weight of the web.

- 17. A method as defined in claim 12, further comprising positioning a vacuum slot adjacent to said second surface of said web so that said foam is drawn towards said web when dispensed from said foam applicator.
- 18. A method as defined in claim 12, wherein said foam is dispensed onto said web while said web is supported on a moving foraminous surface.
- 19. A method as defined in claim 12, wherein said web is supported on a first moving foraminous surface, said first moving foraminous surface defining a nip with a second moving foraminous surface, said foam being dispensed onto said web at said nip.
- 20. A method as defined in claim 12, wherein the tissue product has a basis weight between about 5 to about 70 grams per square meter.
- 21. A method as defined in claim 12, further comprising drying said web.
- 22. A method as defined in claim 21, wherein said drying is accomplished by at least one through-dryer.
- 23. A method of applying a liquid-based composition to a web of a tissue product having a basis weight less than about 120 grams per square meter, said method comprising:

depositing a furnish containing cellulosic fibers and water onto a moving foraminous surface, thereby forming a web on said foraminous surface, said web having a first surface and a second surface opposing said first surface:

forming a foam from the liquid-based composition;

positioning a foam applicator adjacent to said first surface of said web without substantially contacting said first surface of said web, said

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foam applicator being furnished with said foam;

dispensing said foam from said foam applicator onto said web while said web has a solids consistency less than about 95% by weight of the web; and

thereafter, drying said web to remove water therefrom.

- 24. A method as defined in claim 23, wherein said foam is dispensed onto said web while said web has a solids consistency between about 60% to about 95% by weight of the web.
- 25. A method as defined in claim 24, wherein said foam is dispensed onto said web while said web has a solids consistency between about 80% to about 90% by weight of the web.
- 26. A method as defined in claim 23, wherein said foam is dispensed onto said web while said web has a solids consistency between about 10% to about 35% by weight of the web.
- 27. A method as defined in claim 26, wherein said foam is dispensed onto said web while said web has a solids consistency between about 15% to about 30% by weight of the web.
- 28. A method as defined in claim 23, further comprising positioning a vacuum slot adjacent to said second surface of said web so that said foam is drawn towards said web when dispensed.
- 29. A method as defined in claim 23, wherein said moving foraminous surface defines a nip with another moving foraminous surface, said foam being dispensed onto said web at said nip.
- 30. A method as defined in claim 23, wherein said drying is accomplished by at least one through-dryer.
- 31. A method as defined in claim 23, wherein the tissue product has a basis weight between about 5 to about 70 grams per square meter.

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